

## **Wearable Electronics in Colombia**

Market Direction | 2024-07-15 | 17 pages | Euromonitor

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### **Report description:**

Wearables, along with headphones, are expected to be outliers in terms of performance of consumer electronics in Colombia in 2024. While in general, performance has been muted for consumer electronics, wearables are expected to register healthy volume growth. One reason for the healthy performance is that Colombians are becoming more active and like to use wearables to monitor physical activity. According to the Euromonitor Lifestyle Survey, while in 2019, 24.7% of respondents indicated that the...

Euromonitor International's Wearable Electronics in Colombia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Activity Wearables, Smart Wearables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wearable Electronics market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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